



National Environmental Performance Track

A Teleconference on

*The Business Case for a Wildlife Habitat
Commitment*

*Presented by Bob Johnson, Executive Vice
President, Wildlife Habitat Council*

September 30, 2003



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Points to be Covered

- The business case for habitat enhancement
- How habitat enhancement can raise community awareness about your facility
- How to quantify the benefits of wildlife habitat enhancement
- Some real life examples

The State of Affairs

- The #1 cause of species decline is habitat loss and degradation
- More than 50 percent of the original wetlands that were in the contiguous US prior to colonization have been lost.
- Native tall and short grass prairie is almost non-existent
- Habitat loss and degradation accounts for 90 % of all bird population decline
- Pollinator populations are in steep decline
- Amphibian populations are also in a decline that concerns global ecologists.



How Businesses Fit In

- Corporations own or manage about 1/3 of the land base in the contiguous US – the public knows this, or at least senses this.
- The protection and restoration of species by only relying on maintaining reserves on public lands will not be successful. This is brought home in the most recent publication: *Win-Win Ecology; How the Earth's Species Can Survive in the Midst of Human Enterprises* by Michael L. Rosenzweig

Business Values of Habitat Enhancement

- It helps meet a corporate triple bottom line Sustainable Development strategy
- It supports a facility's EMS
- It frequently helps a company meet the requirements of sector "excellence" programs like About Face, and Responsible Care, and ISO 14001
- Helps a facility achieve EPA National Environmental Performance Track status



Photo Courtesy of Florida Rock Industries, Inc.



Habitat Enhancement Supports All Aspects of an EMS



* from the NSSGA EMS Template

Direct Economic Benefits

- Reduced land maintenance costs
- Revenue generated from improved management of woodlots
- Increased efficiency in obtaining operating permits and improved government relations
- Increases grant eligibility with partnership programs like WHIP and Partners for Wildlife
- Reduced tax base through conservation easements
- Reduced costs in site remediation/restoration programs
- Incentives tied to programs like the Performance Track



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• ***Bayer Corporation – North
American Headquarters***



Economic Benefits of Reduced Mowing

- Reduced use of water
- Reduced use of fertilizer
- Reduced use of time and energy for mowing
- Reduced reseeding costs
- Cost to maintain a monoculture turf: about \$1000/per acre/year*.
- Cost to maintain a meadow: about \$150/acre/year*

*USEPA 1999 Report: Landscaping with Native Plants

Some Anecdotal Examples of Cost Savings

- DuPont Kingston [NC] facility saved \$267 per acre in maintenance costs by planting a meadow.
- DuPont Asturias [Spain] saved \$6 million by implementing a grassed waterway rather than a conventional concrete conveyance for storm water.
- Waste Management [California] was able to gain a operating permit by implementing a management plan for the endangered Bay checkerspot while other disposal companies were denied. Estimated cost savings of \$37 million over the 55-year life span of the site.
- Deere & Company at their Engine Works Facility [IA] restored native prairie and reduced grounds maintenance cost by \$638/acre

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Cost Savings in Site Remediation/Restoration

- RCRA Corrective Action
- Superfund Site Clean Up
- Brownfields Reuse



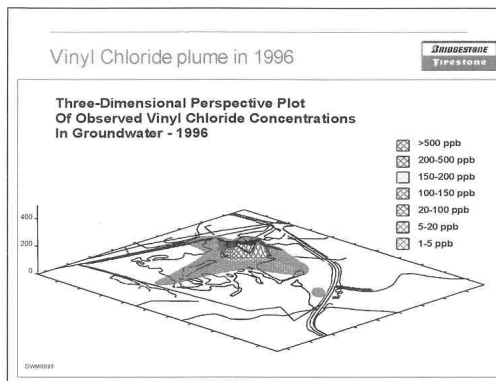
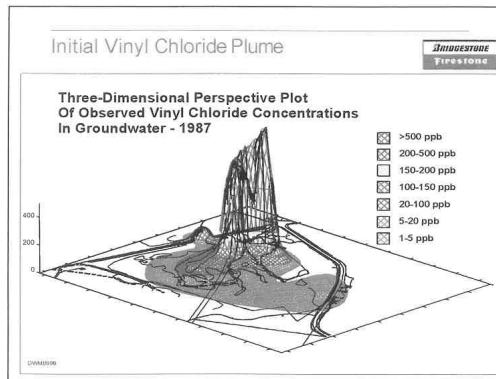
Woodlawn Landfill - Maryland

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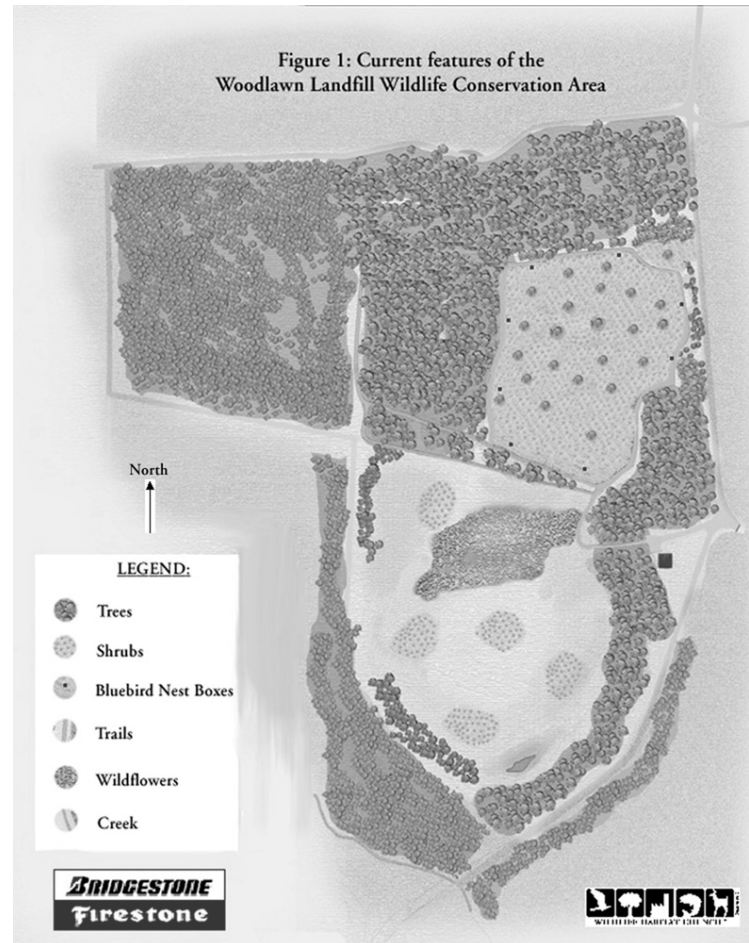
Effect of Wildlife Habitat on the Outcome

- Open space, green space, and wildlife habitat are highly supported by the public
- Wildlife habitat offers a unique aspect of restoration that allows open discussion with the public for alternative clean up strategies should the environmental/health data warrant it
- With public support, it allows the regulators more opportunity to consider the alternatives
- Cost savings can be significant. In the case of Woodlawn Landfill it was around \$20 million

Natural Attenuation



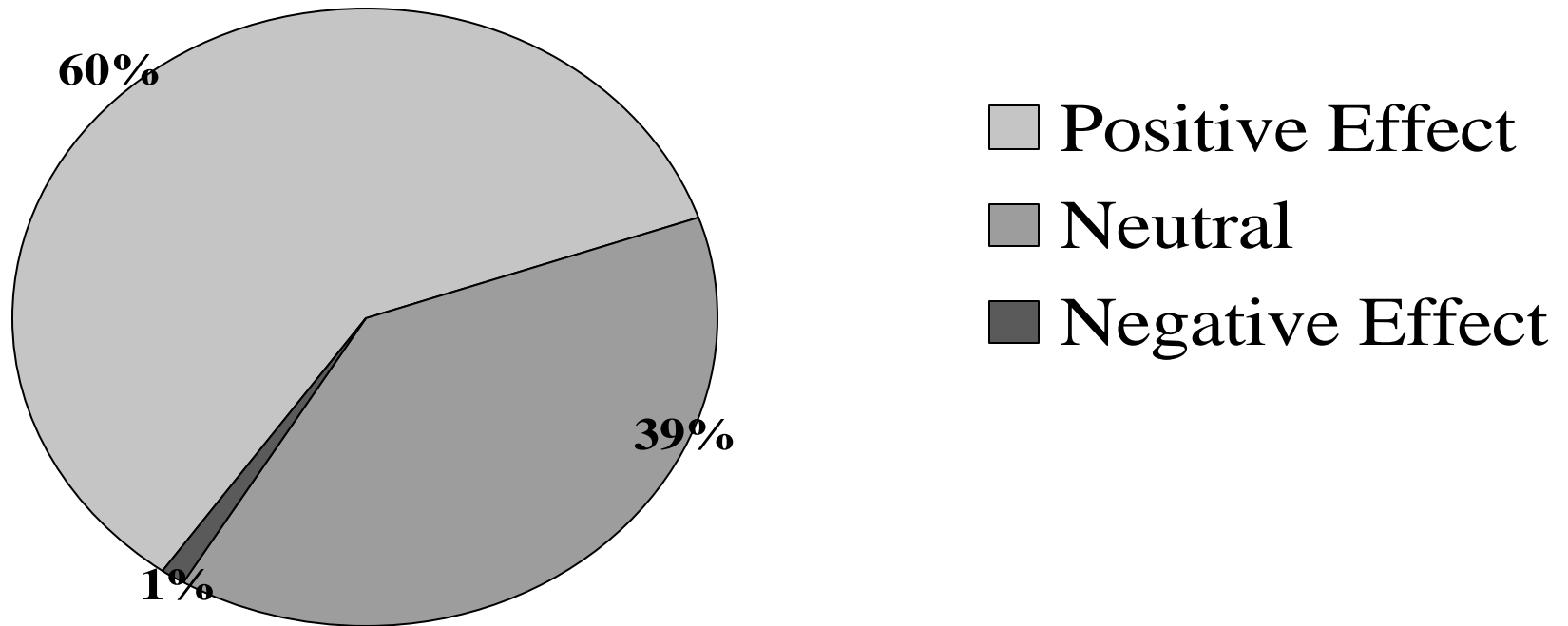
WHC Proposal for Woodlawn



Successful Outcome at Woodlawn



Improved Community Relations



Data Based on a 1995 Study by Duke University

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Kids building a brush pile on the hydroseeded tailings pond at Unimin Nephton Plant, Canada



The Community Wants to be Involved

- Frequently, the open space on corporate lands is the only space where the surrounding community can experience wildlife, its habitats and the ability to participate.
- These spaces offer excellent opportunities for environmental education and outreach
- The interaction allows a more productive relationship between the community and the facility which leads to greater trust and understanding of business and the environment.

Environmental Education



PPG Monroeville, Pa

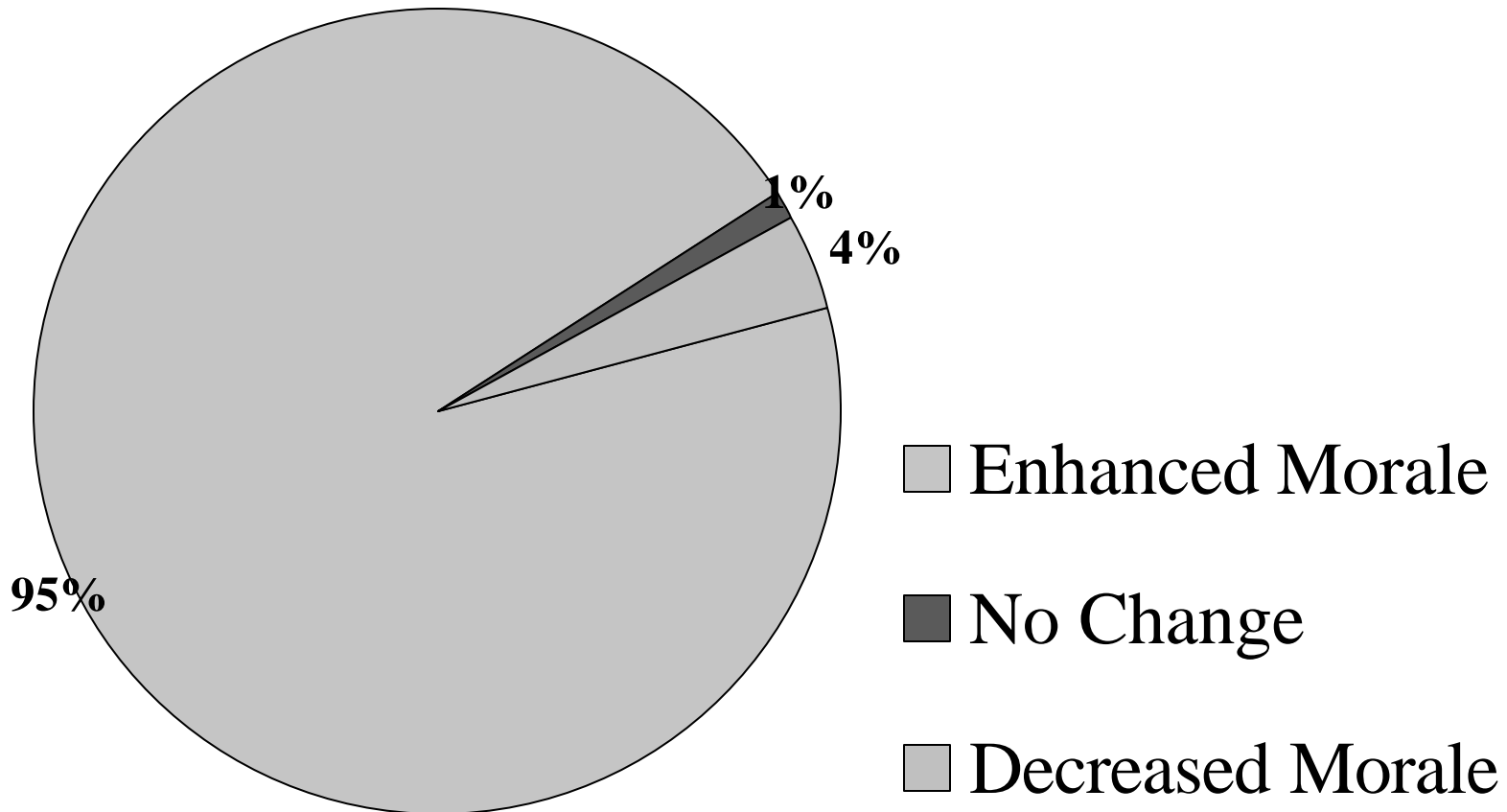
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DuPont - Victoria, Texas – Corporate Lands for Learning



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Increased Employee Morale



Data Based on a 1995 Study by Duke University

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Direct Benefits of Improved Morale to the Company

- Enhanced productivity by the employee in the workplace
- A greater appreciation of the employee for the values of the company
- Increased effort by the employee to promote the company and its products



IBM Research Triangle Park

Benefits to Wildlife



Trends Supporting Movement Toward Sustainable Development*

- Global cost-competition driving eco-efficiency
- Growing importance of brand and reputation
- Stockholder activism
- Producer responsibility
- Competition for new talent
- Growth of socially responsible investing
- Demand for environmental/social/economic “transparency.”

***From a NEPT Presentation by Bill
Blackburn, Baxter International, Jan 16,
2003**



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In Summary: Wildlife Habitat Enhancement Means Good Business Practice

- Improved Economics
- Improved Community Relationships
- Improved Environmental Benefits including the conservation of wildlife
- With the added bonus that it helps company facilities achieve participatoin status in the National Environmental Performance Track

Wildlife Habitat Council

- Founded in 1988
- Non-profit, Non-lobbying
- Headquartered in Silver Spring, Maryland
- Five Regional Field Offices
- Projects in 48 states, 15 countries



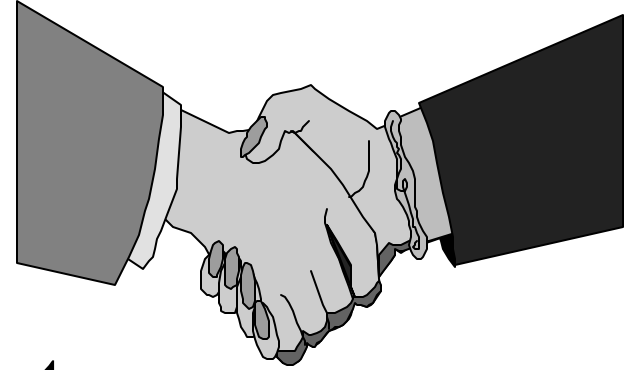
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WHC's Programs

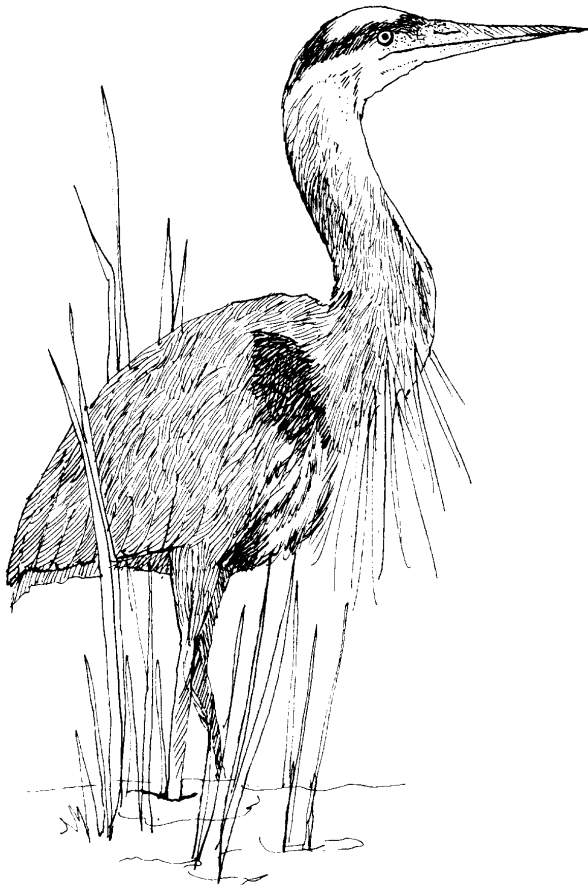
- Wildlife at Work
- Corporate Lands for Learning
- Land Restoration
- Waterways for Wildlife
- Certification and Accreditation

WHC Membership

- **110 Corporations**
(e.g. U.S. Steel, Ford, GM,
Lafarge, IBM, BP, Vulcan, DuPont,
Rinker Materials, Mirant, ExxonMobil,
Unimin, Bridgestone, ...)
- **30 Conservation Groups** (e.g., Conservation
Fund, Ducks Unlimited, World Wildlife
Fund,



Wildlife Habitat Improvements



In the past fifteen years
WHC has helped introduce
wildlife habitat programs
at more than 1000
corporate sites involving
more than 2 million acres.



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United States Steel – Clariton Works, Pittsburgh, Pa

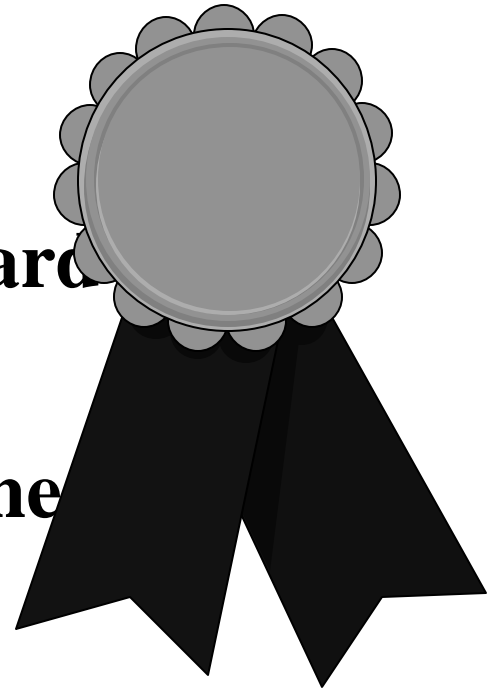


Voluntary – A Focus on People

- Employee Driven
- Community Involved
- Corporate Supported
- Connected to other voluntary environmental performance programs (e.g. ISO 14001)
- Integrated with federal agencies and NGO's through MOUs (e.g. ACC, FWS, EPA, NRCS)

Recognition through WHC

- **Site Certification**
- **Corporate Habitat of the Year Award**
- **Rookie of the Year Award**
- **Corporate Lands for Learning of the Year Award**
- **Community Partner of the Year Award**



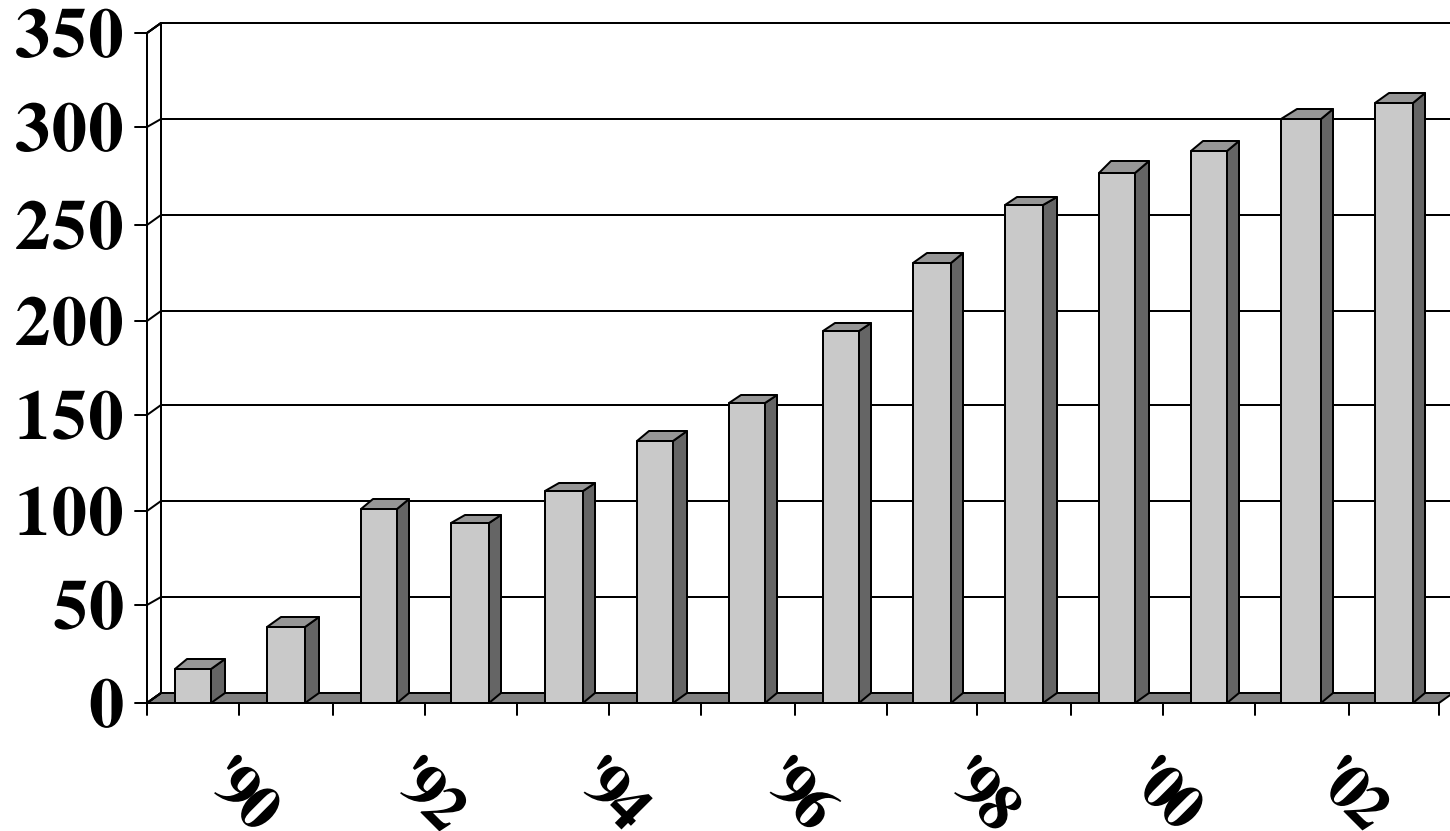
Corporate Wildlife Habitat
*Certification/International
Accreditation Program*



- **Currently, there are 313 WHC
Certified Programs.**

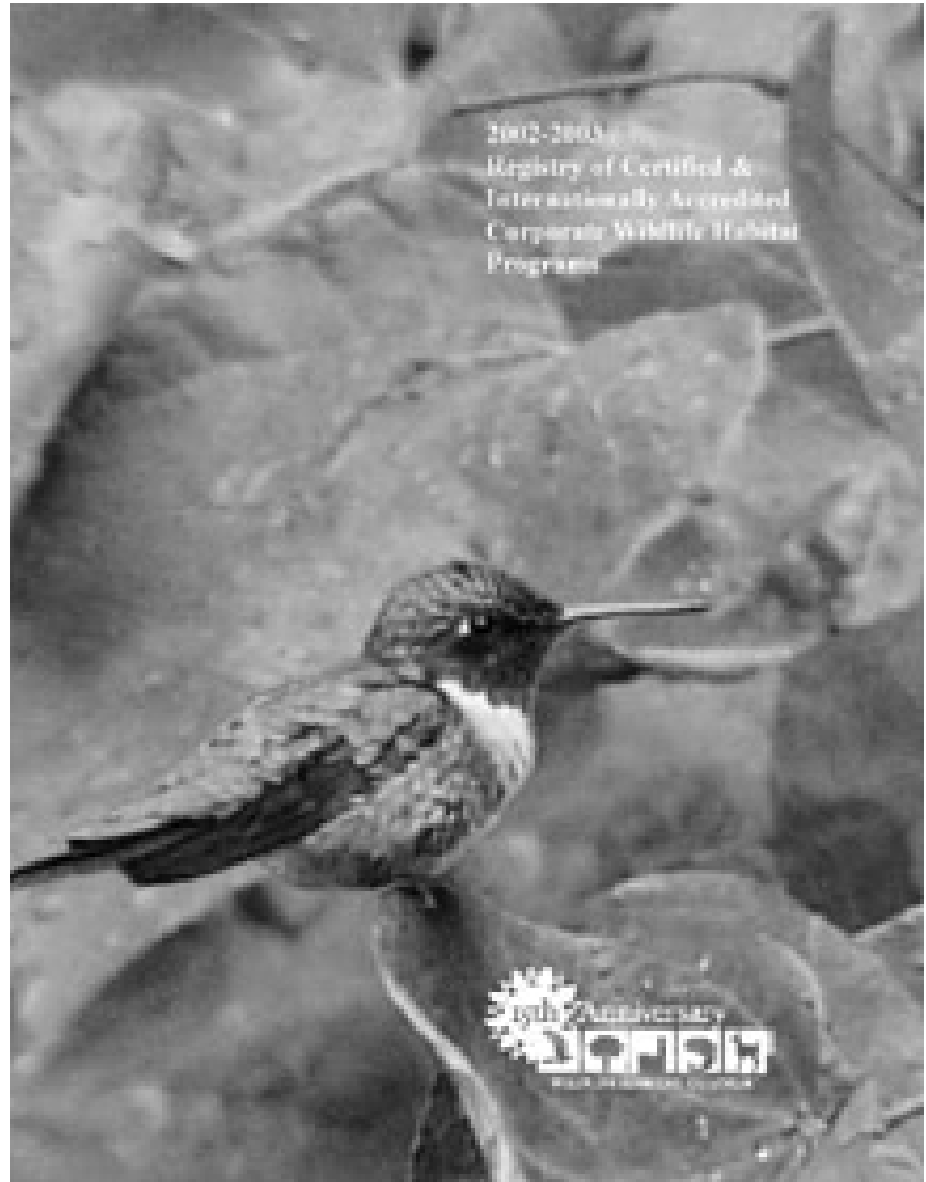


Numbers of Sites with WHC Certified Programs

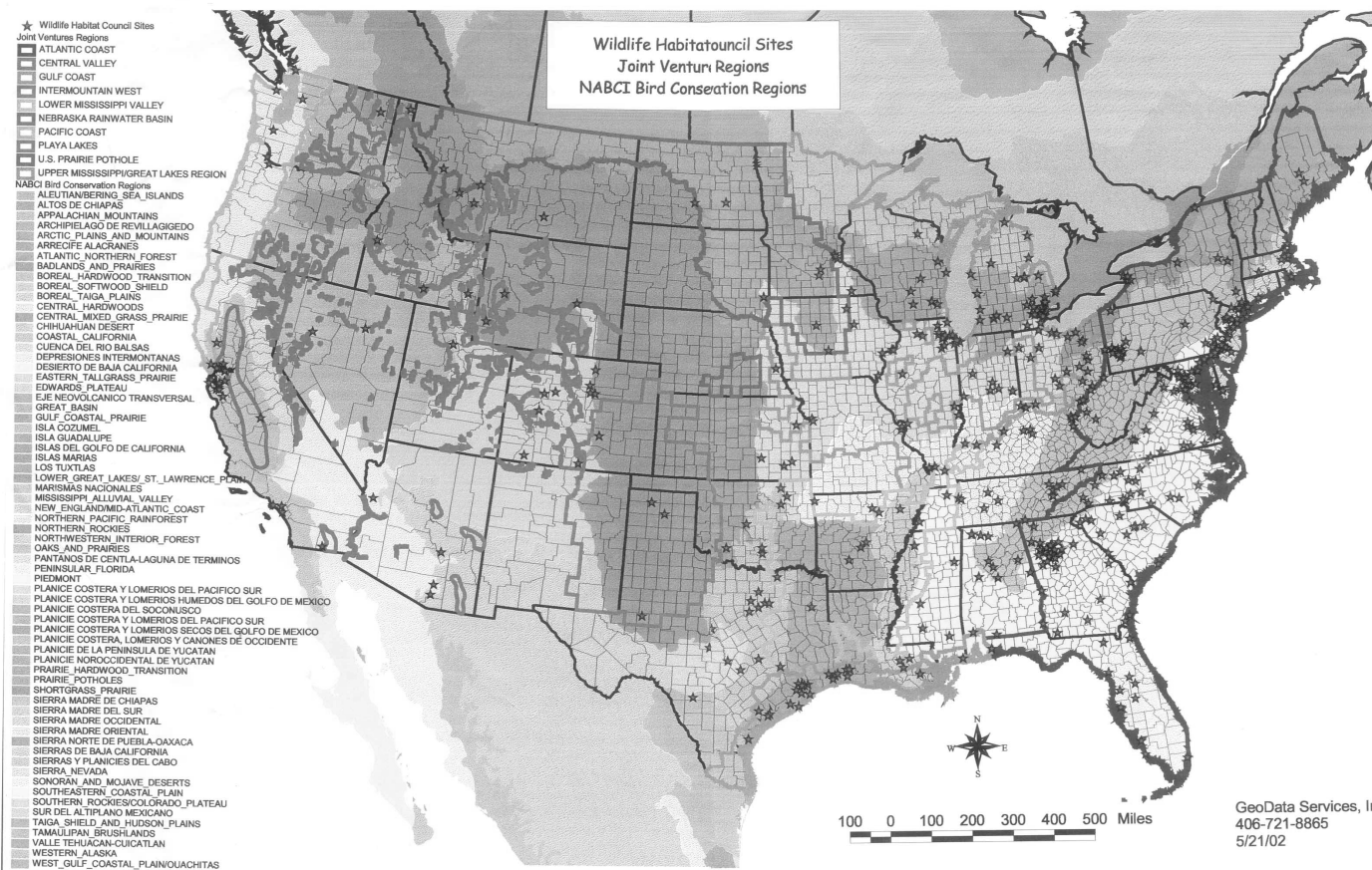


More than 800,000 Acres of land are managed by sites with WHC Certified Programs

Registry of Certified and Internationally Accredited Wildlife Programs



Corporate Campaign for Migratory Bird Conservation



Corporate Campaign for Migratory Bird Conservation

This is a collaboration with WHC among

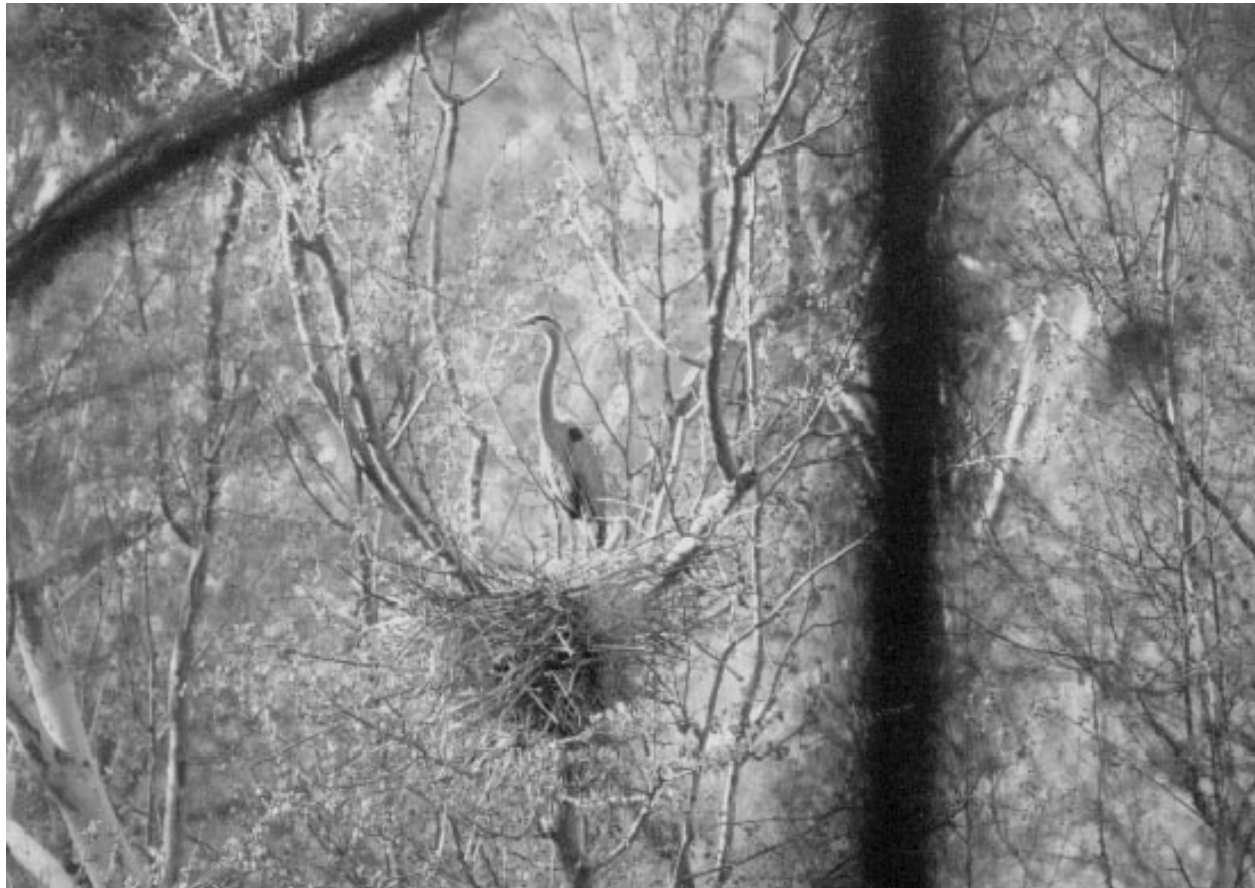
- The American Bird Conservancy
 - The Joint Ventures Program
 - The NRCS
 - State Wildlife Agencies
 - Corporate WHC members including ExxonMobil, BP, ConocoPhillips, Vulcan, Ford Motor Company, LaFarge
- Currently in a pilot phase
 - Goal is for a public announcement late this year

Key Objectives of the CCBMC

- Identify areas where corporations have property offering important habitat to the four major migratory bird groups
- Establish a team of experts from the collaborative partners to assess corporate property and design programs for enhancing habitat
- Work with corporations to implement enhancement projects as part of regional Joint Ventures Programs

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Great Blue Heron – Dupont Washington Works, WV



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Roseate Spoonbill – Dupont Victoria, Texas



Final Thought...



Most sites have an opportunity for wildlife habitat enhancement. Your challenge is to identify the opportunity and implement a program. Our commitment is to work with you to do this.

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Wildlife Habitat Council



*Building Partnerships Between
People & Wildlife*

